IN THE CLAIMS:

The following is a complete listing of the claims, and replaces all earlier version and listings.

1. - 93. (canceled)

94. (currently amended): A server, which is capable of communication communicates with a plurality of client computers through a computer network, for discriminating log-in information received from each client computer, and transmitting data of an order screen used by a user for the purpose of ordering a new consumable, to a logged-in client computer, said server comprising:

a first input section, arranged to input order data inputted by a user who uses the order screen displayed on a monitor of the logged-in client computer;

a second input section, arranged to input collecting data of a used consumable returned from the user;

a database which stores the order data and the collecting data in relation with the log-in information;

a calculator, arranged to calculate an incentive data based on a plurality of the order data and a plurality of the collecting data stored in said database in a unit of the log-in information;

a generator, arranged to generate price data of the new consumable in accordance with the incentive <u>data</u> in the unit of the log-in information; and

a provider, arranged to provide the logged-in client computer with the price data corresponding to the log-in information of that client computer to display a price of the new consumable on the order screen, and, in response to an instruction of the user, to provide the logged-in client computer with data of a confirmation screen, which includes the order data, the collecting data, and the incentive data corresponding to the log-in information of that client computer, to report a collection rate of the used consumable, and the incentive data as a discount rate of a new consumable to the user.

95. - 99. (canceled)

100. (currently amended): A method of controlling a server, which is capable of communication communicates with a plurality of client computers through a computer network, for discriminating log-in information received from each client computer, and transmitting data of an order screen used by a user for the purpose of ordering a new consumable, to a logged-in client computer, said method comprising the steps of:

inputting order data inputted by a user who uses the order screen displayed on a monitor of the logged-in client computer;

inputting collecting data of a used consumable returned from a user; storing the order data and the collecting data in relation with the log-in information to a database;

calculating the user's incentive <u>data</u> based on a plurality of the order data and a plurality of the collecting data stored in the database in a unit of the log-in information;

generating price data of the new consumable in accordance with the user's incentive data in the unit of the log-in information; and

providing the logged-in client computer with the price data corresponding to the log-in information of that to display a price of the new consumable on the order screen; and

providing, in response to an instruction of the user, the logged-in client computer with data of a confirmation screen, which includes the order data, the collecting data, and the incentive data corresponding to the log-in information of that client computer, to report a collection rate of the used consumable, and the incentive data as a discount rate of a new consumable to the user.

101. - 103. (canceled)

104. (currently amended): A computer program stored on a computer readable medium having a computer program code for a method of controlling a server, which is capable of communication communicates with a plurality of client computers through a computer network, for discriminating log-in information received from each client computer, and transmitting data of an order screen used by a user for the purpose of ordering a new consumable, to a logged-in client computer, said server, said method comprising the steps of:

inputting order data inputted by a user who uses the order screen displayed on a monitor of the logged-in client computer;

inputting collecting data of a used consumable returned from a user;

storing the order data and the collecting data in relation with the log-in information to a database;

calculating an incentive data based on a plurality of the order data and a plurality of the collecting data stored in the database in a unit of the log-in information;

generating price data of the new consumable in accordance with the incentive data in the unit of the log-in information; and

providing the logged-in client computer with the price data in corresponding to the log-in information of that to display a price of the new consumable on the order screen; and

providing, in response to an instruction of the user, the logged-in client computer with data of a confirmation screen, which includes the order data, the collecting data, and the incentive data corresponding to the log-in information of that client computer, to report a collection rate of the used consumable, and the incentive data as a discount rate of a new consumable to the user.

105. - 107. (canceled)

108. (currently amended): The server according to claim 94, wherein the collecting data includes data indicating a kind of the used consumable,

wherein said calculator calculates (i) a first incentive corresponding to a collecting state indicated by the plurality of the collecting data in a unit of the kind of the used consumable, and (ii) a second incentive corresponding to an order state of the new consumable indicated by the plurality of the order data, and

wherein said calculator calculates the user's incentive <u>data</u> using the first and second incentives.

109. (previously presented): The server according to claim 108, wherein the order data includes data indicating a kind of the new consumable, and said calculator calculates the second incentive in a unit of the kind of the new consumable.